

## WILDBRAIN CPLG INKS MULTIPLE DEALS FOR SONY PICTURES CONSUMER PRODUCTS' TV PORTFOLIO

### New European licensees signed for popular series *The Boys*, *Cobra Kai* and *Outlander*

London, UK – 11 February 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a wave of cross-category licensees in Europe for Sony Pictures Consumer Products' hit TV series *The Boys*, *Cobra Kai* and *Outlander*.



For superhero series *The Boys*, WildBrain CPLG has inked deals in the UK with: Forbidden Planet, for a t-shirt and gifting line; The Hut Group, for apparel and accessories; Fashion UK, for an apparel and accessories range; and Pyramid International for posters and accessories. From Germany, Spreadshirt is on board for print-on-demand apparel, and EMP.com for an apparel range available across Europe. Additionally, Cotton Division is developing apparel for the French market; and in Spain, Stor SL is creating homewares and Grupo Erik has signed for calendars, posters and gifts. An Amazon Prime Video original series, *The Boys* is based on the comic book of the same name by Garth Ennis and Darick Robertson. The series follows the eponymous team of vigilantes as they combat superheroes who abuse their power and abilities.

For *Cobra Kai*, the martial arts comedy-drama inspired by the iconic *Karate Kid* film franchise, WildBrain CPLG has scored deals in the UK with: Pyramid International, for accessories; Bioworld International, for apparel and accessories; The Hut Group, for apparel and accessories; and Ecell Global, for phone accessories. Created by Josh Heald, Jon Hurwitz and Hayden Schlossberg, *Cobra Kai* is set over 30 years after the original *Karate Kid* film and follows the arch-rivalry between Daniel LaRusso and Johnny Lawrence as he reopens the Cobra Kai karate dojo. The third season launched on Netflix in January 2021.



In the UK, WildBrain CPLG has also secured deals for the hit romantic time-travel drama *Outlander*, which include: Aurora of Orkney, for a jewellery line; and Ecell Global for phone accessories. For the Germany, Austria and Switzerland markets, Spreadshirt, EMP.com and Nastrovje P. GmH & Co.KG are on board for apparel collections. Set in Scotland and based on the bestselling novels by Diana Gabaldon, *Outlander* follows the story of a time-travelling 20th century doctor, Claire Fraser, and her 18th century Highlander husband Jamie Fraser.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: “Sony Pictures Consumer Products has a rich and compelling TV portfolio, which offers great entertainment for every audience. From the grittiness and thrilling twists of *The Boys*, to the nostalgia and humour of *Cobra Kai*, and *Outlander’s* gripping storylines, these series are hits that have captured the imaginations of audiences internationally. We look forward to bringing fans across Europe diverse and engaging merchandise selections inspired by this fantastic trio of shows.”

WildBrain CPLG represents Sony Pictures’ extensive theatrical film and TV catalogue across EMEA, which also includes much-loved blockbuster entertainment franchises such as *Ghostbusters* and *Jumanji*; hit TV series *Breaking Bad* and spin-off prequel *Better Call Saul*; and popular Columbia Pictures’ back-catalogue classics including *The Karate Kid* and *Poetic Justice*.

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### **About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

### **About Sony Pictures Consumer Products**

Sony Pictures Consumer Products (SPCP) is the licensing and merchandising division of Sony Pictures' Motion Picture Group and Sony Pictures Television for Sony Pictures Entertainment (SPE), which is a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. Sony Pictures Television operates dozens of wholly-owned or joint-venture production companies around the world. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, 3000 Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, Sony Pictures International Productions, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>